



## **CREATIVE ECONOMY FUND**

**A Program Providing In-Kind Rental Fee Reduction at the Mesa Arts Center**

### **Guidelines and Application Form for 2015-16 Support**

#### **APPLICATION DEADLINE:**

**May 15, 2015  
5:00 pm**

#### **CREATIVE ECONOMY FUND GRANT WORKSHOP**

**May 1, 2015  
5:00-6:00 pm  
South Studios Conference Room  
3<sup>rd</sup> Floor, South Studios Building, Mesa Arts Center**

**City of Mesa  
Department of Arts and Culture**

**City of Mesa, Department of Arts and Culture**

**2015-16 CREATIVE ECONOMY FUND**

**MESA ARTS CENTER RENTAL FEE REDUCTION PROGRAM**

As part of a larger initiative to further activate the urban center of Mesa, to increase the growing number and variety of offerings at the Mesa Arts Center (MAC) in downtown Mesa, and to continue to build an environment of creativity and discovery in the downtown district, the CREATIVE ECONOMY FUND in-kind grant program is being continued for a fifth year. The intent of this program is: 1) to provide support to professional and semi-professional organizations who use or wish to use the MAC venues; 2) to bring new cultural offerings to the Mesa and East Valley communities; and 3) to encourage new organizations to experience presenting or producing an event at the MAC, in order to form new partnerships and relationships among and across cultural organizations in the region.

The City of Mesa Department of Arts and Culture CREATIVE ECONOMY FUND will support reduced rental rates at the Mesa Arts Center for non-profit organizations presenting an arts project, event, activity, workshop or a series of any of the above. Organizations may submit only one application for the 2015-16 fiscal year.

**PROJECT SUPPORT**

Applicants may submit proposals requesting reduction of rental costs for the use of Mesa Arts Center theaters, Studios or Shadow Walk, or Mesa Contemporary Arts Museum lecture hall or courtyard for the purpose of presenting quality arts programs for the Mesa community and region. The proposed projects must take place between September 1, 2015, and June 30, 2016.

Projects may include, but are not limited to, the following:

- A concert or series of concerts
- A theater, dance or spoken word production
- A collaborative or interactive community art project
- A festival
- A workshop or class(es) in the visual or performing arts
- A multidisciplinary project

**ELIGIBILITY REQUIREMENTS**

Applicants must be a non-profit, tax-exempt 501(c)(3) organization. While arts and culture organizations are strongly encouraged to apply, other non-profit organizations that are offering arts programming to the public are also welcome to apply. Non-profit organizations whose tax-exempt status is pending may apply one time only through a non-profit fiscal sponsor. A letter from the fiscal sponsor must accompany the application.

Organizations that are applying for support for the 2015-16 fiscal year through the MAC Foundation's ACES Program (Arts and Cultural Education Sponsorship) should be aware that they are **not eligible to receive support through both programs**, and must disclose if they have submitted an ACES application or plan to do so. ACES is primarily designed to support presentations by educational/student organizations and or presentations by community organizations that are specifically geared to educational audiences. **If you are a K-12 school or are presenting an educational program for schools, your application should be submitted to the ACES program, rather than the Creative Economy Fund** (information is available under the GET INVOLVED tab at mesaartscenter.com, in the MAC Foundation section).

The funded project must take place at the Mesa Arts Center before June 30, 2016.

**Those applicants who have presented or will present performances, festivals or other activities at the Mesa Arts Center during the current fiscal year, July 1, 2014-June 30, 2015, must include, as part of the project for which support is requested,** a community engagement, education or audience development activity or initiative, and are strongly encouraged to expand on previous efforts of these kinds. We want the support each organization receives through the Creative Economy Fund to enable growth of the organization's audiences and increased value to the community.

Examples of activities that fulfill this requirement include workshops, audience talk-backs, lecture-demonstrations, school or community based performances or outreach activities, discount ticket offers, ticket giveaways to low-income or underserved audiences, and special promotions that reach new audiences, although this is by no means an exhaustive list. Creativity in responding to this requirement is encouraged, and a thoughtful plan will increase the likelihood of receiving support.

## RESTRICTIONS

**Amounts requested for rent reduction may not exceed the total amount being paid in facility rental fees.** Funding awarded to any one organization will not exceed \$5,000, and for most applicants is unlikely to exceed \$2,500.

The amount requested can cover **space rental fees only**; all production, front-of-house, or ticketing fees that are not included as part of the rental fee will not be eligible for funding, but must be included as expenses in the project budget. Marketing services will not be provided as part of this support, but all projects taking place at Mesa Arts Center will be included as calendar listings on MAC's website and promoted on our digital marquees.

***As a requirement of the application, you must discuss calendar availability and cost estimates with Mesa Arts Center's Event Services Supervisor, Kim Forbes, 480-644-6580 or [kimberly.forbes@mesaartscenter.com](mailto:kimberly.forbes@mesaartscenter.com), prior to developing your budget.***

The events held at the Mesa Arts Center through the Creative Economy Fund cannot be fundraising events or promoted as such by the presenting/producing organization, whether for your own or another organization or cause.

## FINAL REPORT

Each applicant awarded support by the City of Mesa Department of Arts and Culture Creative Economy Fund must provide the City with a follow-up report and a financial report showing all income and expenses, and describing how the project met the stated applicant objectives and the criteria below. The Final Report is due by July 31, 2016.

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**For information about the Mesa Arts Center visit [mesaartscenter.com](http://mesaartscenter.com). For facility details and rental costs/information please click on “Rentals” at the top of the page to the right. Please note that the link to the *Not-for-Profit Rental Fees* schedule can be found in a list below the commercial rates.**

## REVIEW CRITERIA

1. Quality of the artistic work to be presented and/or the past artistic work of the applicant organization or its presentations.
2. Length or scope of the engagement or activity, and any indication of interest or intention to develop an ongoing relationship with the Mesa Arts Center.
3. Extent to which the project provides new or different experiences to the community, meets a community need, or provides an experience or cultural opportunity in which the community has indicated an interest/need/desire.
4. Quality and likely impact of any proposed education or outreach programs, or audience development or community engagement activities.
5. Soundness of the plan for the proposed project and the likelihood of success. Ability of the organization to meet the stated objectives of the project, as shared by the applicant in the application.

All applicants are **encouraged to include audience engagement/audience development activities** as part of their project, which will be considered in rating the 4<sup>th</sup> criteria above.

## APPLICATION PROCESS

Please fill out the application form (**a fill-in-the-blanks form is available at [www.mesaaz.gov/things-to-do/arts-culture/creative-economy-fund](http://www.mesaaz.gov/things-to-do/arts-culture/creative-economy-fund)**) and provide the required additional documents.

Return the application

### BY MAIL TO:

Creative Economy Fund  
Office of the Director  
Mesa Arts Center  
P.O. Box 1466  
Mesa, AZ 85211-1466

### OR

### BY EMAIL TO:

[jean.kaminski@mesaartscenter.com](mailto:jean.kaminski@mesaartscenter.com)

## **APPLICATION DEADLINE, REVIEW PROCESS AND NOTIFICATION**

<b>May 1, 2015, 5:00-6:00 pm</b>	Grant Workshop – get tips on submitting a competitive grant Mesa Arts Center, South Studios Conference Room, 3 <sup>rd</sup> Floor
<b>May 15, 2015 (by 5:00 p.m.)</b>	<b>Application due date</b>
<b>May 18 – May 26, 2015</b>	Applications reviewed by a peer panel
<b>May 28, 2015</b>	Recommendations are reviewed and endorsed by the Museum and Cultural Advisory Board
<b>By June 5, 2015</b>	Applicants are notified of the outcome of their proposal
<b>June 30, 2016</b>	Projects must be completed
<b>July 31, 2016</b>	Final Report due

**QUESTIONS? Contact Jean Kaminski at [jean.kaminski@mesaartscenter.com](mailto:jean.kaminski@mesaartscenter.com) or 480-644-6607**

## CREATIVE ECONOMY FUND APPLICATION FORM

Applicant Organization: \_\_\_\_\_

Are you applying under the non-profit status of a Fiscal Sponsor? \_\_Yes \_\_No

Name of Fiscal Sponsor: \_\_\_\_\_

Name of Individual Completing Application: \_\_\_\_\_

Name of Applicant Organization Principal Executive: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Organization web site: \_\_\_\_\_

Signature of Authorizing Official (Board Chair or CEO): \_\_\_\_\_

### **Please enclose the following items:**

- Applicant organization or fiscal sponsor's **501(c)(3) determination letter**;
- **Document (one page max.) including mission and organization description/history**;
- **Budget detailing project expenses and income**, including requested Creative Economy Fund grant;
- **Organization's annual operating budget** for 2015-16;
- **Resumes or bios for key artistic personnel for the project**; and
- **This application form, completed**, with all required attachments listed above.

**Optional:** A maximum of five (5) pages of reviews, articles or information on proposed project/artistic works that will support the quality of the organization's artistic work or the quality of the proposed project.

Please respond to the following questions, using a **maximum of 250 words** for each question. However, **please use the allotted word count wisely to provide a full answer**, and read the question carefully to be sure you are providing the needed information.

1. Please describe the project for which you are applying for support. What are the activities and programs that the public will experience? Is there anything notable or new in the project that we should know about?

2. What is the number and scope of performances, workshops, classes, festival days, or other activities that are part of the project? How many performances? Where and when will they take place? If there are multiple programs for which support is requested, please list them chronologically.
  
3. What are the objectives of your organization in presenting this project? What will it accomplish or what benefits will it bring to the audience and/or community? What is it about the work being presented that makes it important to offer to audiences, or a valuable experience to those participating in the presentation of the work?
  
4. Describe how your organization will work to ensure the quality of this presentation or project, what aspects of the project will help deliver that quality outcome (e.g. playwright, composer, choreography, artistic personnel, etc.), and how the organization's prior work should be viewed as an indicator of future quality.
  
5. Does this project meet a perceived community need, or fulfill a proven interest in our community? What indicators, observations or evidence can you provide that this is the case? You may wish to share audience input or feedback, information about how the project content is determined, analysis of past audience attendance or other factors that indicate community interest. Or does the project provide audiences a new experience? If so, please share how it is different than other offerings of its type currently available.

6. Please describe any audience development, community engagement, education or outreach activities that are planned as a part of this project. Describe initiatives to reach new audiences, services to students or underserved audiences, educational/enrichment activities, participatory workshops or master classes, or any other efforts that build or deepen audience relationships, attendance or awareness.
7. Are there any challenges to your organization in presenting this project—logistical, human resource, financial? Please share your plan for addressing those challenges. Does your organization have the proven ability to present this project based on past history?

We have spoken to MAC Event Services to review venue-related costs.      ☐ Yes ☐ No

We have submitted an application for support to the ACES Program.      ☐ Yes ☐ No

Our requested Creative Economy Fund Grant amount is      \$\_\_\_\_\_

Number of people who will be served directly by this project (audience):      \_\_\_\_\_

Number of total people who will participate in implementing this project:      \_\_\_\_\_

Number of paid artists participating in implementing this project:      \_\_\_\_\_

Number of unpaid artists participating in implementing this project:      \_\_\_\_\_